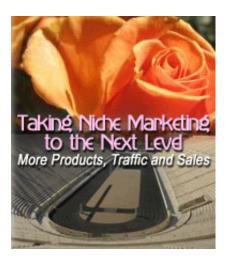
Taking Niche Marketing to the Next Level

by Admin

Brought to you by Marketing Online Tips

<u>Taking Niche Marketing to the Next Level: More</u> <u>Products, Traffic and Sales</u>



Taking Niche Marketing to the Next Level: More Products, Traffic and Sales

You may give away this ebook. It may not be modified in any manner.

Disclaimer

Reasonable care has been taken to ensure that the information presented in this book is accurate. However, the reader should understand that the information provided does not constitute legal, medical or professional advice of any kind. No Liability: this product is supplied "as is" and without warranties. All warranties, express or implied, are hereby disclaimed. Use of this product constitutes acceptance of the "No Liability" policy. If you do not agree with this policy, you are not permitted to use or distribute this product. Neither the author, the publisher nor the distributor of this material shall be liable for any losses or damages whatsoever (including, without limitation, consequential loss or damage) directly or indirectly arising from the use of this product. Use at your own risk.

Topics Covered:

How To Explode Your Niche Product Sales Using Autoresponders, How to Build Repeat Business Using Autoresponders, Secrets of Profiting From Resale & Master Resale Rights to Niche Products, Tips for Finding Wholesale Sources of Niche Products, How To Improve Your Credibility And Gain More Sales, Don't let Poor Customer Service Kill Your Business, How to Find Affiliate Based Niche Products and Services to Sell, Secrets to Getting Affiliates to Sell Your Niche Products and Services.

Taking Niche Marketing to the Next Level: More Products, Traffic and Sales

How To Explode Your Niche Product Sales Using Autoresponders

The bottom line to selling a niche product or service online is you need to get as many unique visitors to your sales page as possible. There's no doubt about it, the more people who visit your sales page the more money you make, but just how do you get more people to your website?

There are many different ways of increasing the amount of traffic to your website, but every single one of them fail because they only get your sales message in front of them once. You spend all that time and effort getting them to your sales page, they have a quick look round and they are gone... Perhaps you caught them at a bad time, they might have been in a rush, or they might not have had any spare cash, or they were simply in a bad mood. It doesn't matter because they never bought your niche product or service, you missed the sale.

What if there was a way to get your sales message in front of your website visitors not once, but many times, a system which will regularly call attention your product. Fortunately for you there is such a system and it's easy to install and operate.

The internet marketing fraternity has come up with a utility called an autoresponder. Not the system you can setup with your email account that tells anybody who sends you a message that you've gone on holiday or whatever.

This is a system which can send unlimited individual and unique messages to your website visitors at any interval you desire.

When your prospective customer visits your website, you present them with an irresistible free offer in exchange for their name and email address. This could be a free information series based on your product, or it could be another valuable product on a similar theme to yours.

Once they have signed up for your free gift, you send them a series of messages spaced a few days apart and offer them useful free information with links back to your sales page. If they find your messages interesting and useful there's a very good chance they will decide to buy your product to get more information.

Don't think it all stops there... They are still subscribers to your list; they still expect to receive interesting and useful information from you, so give it to them. Continue sending emails to your list of subscribers at regular intervals.

The key is not to inundate them with advertisements; send them useful and relevant information in every email and place a link to other products of yours or join a few affiliate programs and offer those products.

To get your hand on an autoresponder, you have three basic options:

1) Join a free autoresponder. A search on any search engine will get you a list of many free autoresponders, but there is a price to pay... Many free autoresponders will display their own advertising messages at the top of each email sent out by them. This message detracts from your message and considerably reduces your emails effectiveness.

2) Join a paid autoresponder. Again a search on any search engine will get you a list of autoreponders to join, but there is one factor which can greatly affect the delivery rate of emails sent out... Many paid autoresponders are used by spammers and most email service providers will block emails sent from these autoresponders. Unfortunately this is not widely known and obviously the people supplying the autoresponders don't make this information public.

Before you join any paid autoresponder service find out how they guarantee email deliverability. If they don't do anything, or won't answer you don't use their service.

3) Purchase and install your own autoresponder script. This is the option many internet marketers opt for as it gives them complete control over their email marketing efforts, but they also have to deal with spam complaints themselves. If you join a reputable paid service, the autoresponder provider will ensure all your lists are double opt-in which means every subscriber has to confirm their subscription, any spam complaints from subscribers to your autoresponders are handled by them.

When it comes to incorporating any of these autoresponder options, the service or script providers offer extensive documentation explaining how to get your autoresponder set up and working properly.

How to Build Repeat Business Using Autoresponders

The aim of a sales page on a website is to give your customers only two options; buy your product or leave your website. Why let them leave without giving yourself another chance to sell to them? You don't have to... You can set up a system which will give you many opportunities to sell your product or service to each single visitor to your sales page.

The secret is to use what is known as an autoresponder which is an email utility you can use to save the contact details of your visitors and then to send them emails at set intervals.

To make use of an autoresponder you can either use the services of a third party supplier or you can purchase and install a script onto your website. To begin with it's a lot easier to use a third party autoresponder. Irrespective of whether you use a third party service or your own script, you will have to use a form to capture your visitors contact details. This form can be built into any HTML web page be it your sales page, or a page designed specifically for use as a popup.

The underlying concept behind the use of autoresponders is that people rarely buy on their first visit to a website. Research has shown that most people need repeated contact with an advertising message before they respond to it and purchase the product or service.

Autoresponders were designed for just this. You can load a series of advertising messages into your autoresponder and adjust it to send the messages at set intervals. That said, people react badly to advertising; in fact most people just plain ignore advertisements.

To get round this, you have to design your email series so that it is not perceived to be advertising. A good way to do this is to design your email series to include plenty of useful information; give your subscribers some good quality free information in each email and weave your advertisement into it.

For example, let's assume you are selling an e-book titled "101 Dieting Tips". You could create a series of 7 emails, each containing a single dieting tip. At the end of each email you could inform the reader of your e-book containing 101 tips and include a link to your sales page.

The bottom line is the content you include in your email series must be of very high quality; after all you are going to ask for somebody's contact details in exchange for it.

Bear in mind nobody is going to sign up for your email series just you write it, or you include good content. In truth visitors to your website aren't interested in you, they are interested in themselves. They have a problem they are trying to solve, and that's why they ended up on your website; they thought they could

find a solution there.

Another point worth considering is you are a relative unknown to the person visiting your website; they don't know you or trust you. It's because of this distrust that many people won't buy your product or service on their first visit. If you can get them to subscribe, your email series should build up their trust to the point where they will buy your product or service.

First you have to get them to subscribe, and you do this by advertising you are giving away "free" tips which will help solve their problem. Your opt-in form must be prominently displayed on your sales page, build it into the content. You should also design a popup form that displays your opt-in form either when people first get to your site, or when they leave.

Finally, a properly designed opt-in form which causes many of your website visitors to subscribe to your information series will incorporate these three design tips:

1) Use a heading, in a larger font and of a different color to the rest of the form, which includes a major benefit. In other words, in as few words as possible, explain the biggest benefit your visitor will receive from subscribing to your information series.

2) In as few words as possible explain two or three additional benefits your reader will receive from subscribing to your opt-in list. A list of bullet points is the best way to do this.

3) Your primary objective is to get your visitor to join your opt-in list, so ask them to subscribe. Get into the conversation going on inside their mind, use words like "Yes! Send Me the Tips Now!" on the submit button of your form. Secrets of Profiting From Resale & Master Resale Rights to Niche Products

Here are three ways to profit from resale & master resale rights to niche products:

1) Profiting by selling the rights to your own products

Creating and selling niche products can be a challenging but very profitable business. There is considerable work involved and many hard hours before your product will be ready for sale.

Imagine then your bitter disappointment when you don't make a single sale. After days and days of relentless promotion all you have to show for the effort is a string of bills...

That's one end of the spectrum, here's the other:

After considerable effective promotion you have made numerous sales, but sales are dropping off. The market that you have managed to penetrate is becoming saturated; you simply can't find enough people to sell your product to.

In both cases you need to find a different market niche or approach your existing niche from a different "angle" to find more customers. One very effective way to do this is to use the efforts of established marketers who are already selling in your market niche or in a similar one. It is to these marketers you can offer the rights to your product.

Essentially you are selling the rights which allow them to sell your products and keep all the proceeds (resale rights), or you could allow them to sell the rights to your products (master resale right).

You should only sell a certain number of products with rights and base your product pricing on the rights, for example:

- Unlimited copies with no rights @ \$20 each. - 200 copies with resale rights @ \$150 each. - 100 copies with master resale rights @ \$300 each.

2) Profiting by selling products you have purchased the rights to

You might not be in the slightest bit interested in creating your own niche products, so buying the rights to sell somebody else's products gets you started quickly.

Don't "jump the gun" - it's important you have a market to sell to. Getting carried away and buying resale products just because the price is good is a sure way to loose money. The correct sequence is:

1) Find a niche market that is ready and willing to buy.

2) Purchase a niche product to sell the market.

One point worth remembering is niche product creators who sell resale rights often include the sales website as a bonus. This means a number of people will be selling the same niche product from identical websites.

The success of your sales is going to depend on how much you can differentiate your package from everybody else's, don't follow the crowd. A few examples of how you could do this are:

i) Redesign the sales website, for example you could:

- Use different sales copy - Use different graphics

ii) Purchase similar products that have resale rights and offer them as bonuses. Check the rights before you buy the product... Very often product creators will not allow their products to be given away or used as bonuses.

iii) Write your own brief 10 to 15 page report related to the niche product and offer it as an exclusive bonus.

3) Profiting by creating and selling resale rights packages

To do this you must own niche products with master resale rights. You want to sell the resale rights to other people.

Far too many people try this avenue for earning an income on the internet and the end result is a number of resale rights packages which are practically identical, because they all bought their master resale rights niche products from the same sources.

If you have decided to pursue this avenue, your success will depend on how unique your package is. You need to source as many niche products with master resale rights (preferably that nobody else is selling) as you can. The products don't have to be from the same niche, but must be related.

For example, if you decide to put together a package of products related to dieting; your package could include e-books in these niches:

- diet recipes - exercises - dieting - fat reduction

Bear in mind your exclusivity won't last long. As soon as your package is revealed, others will try to include the same products as you.

In all three cases, you can profit from resale and master resale rights to niche products, but there is one common denominator... Make sure you have a market to sell to. Do your research first and make sure your niche is full of people who are ready and willing to buy.

Tips for Finding Wholesale Sources of Niche Products

If you want to sell niche products from your own website, physical store or even on eBay, you need to be able to compete with your local retailers. This means finding a wholesaler willing to trade with you at prices which give you enough leeway to make a profit. The first place to look is locally, why pay shipping charges for goods sent from a supplier across country when you could take a drive in your own car to a local supplier for small goods or hire a van for bigger stuff? Some local wholesalers might even provide a cheap or even free delivery service.

Wholesalers as a rule don't advertise in the mass media such as TV or newspapers and so they are often difficult to find. To get you started, here are a few ideas for locating wholesale sources of niche products for you to sell:

1) One of the first places to look is in your local trade directory, many wholesalers place advertisements in local trade directories and even in the Yellow Pages for the products they carry.

2) Another place to conduct your research is on the internet, and there are search engines which are wholesale specific such as <u>www.wholesalecentral.com</u> and <u>www.wholesalequest.com</u>. These wholesale specific search engines allow you to search for wholesale sources by browsing categories or by entering keywords (related to the products you want to sell) into a search bar.

You can find other wholesale specific search engines or directories by typing "wholesale search engine" or "wholesale directory" or "wholesale directories" or even "wholesalers" into the search engine of your choice.

3) Nearly all wholesalers will belong to a trade association and these trade associations will often host trade shows all over the world. It stands to reason that an excellent place to discover new wholesale sources is to visit as many trade shows as you can. Here are two ways of finding suitable tradeshows:

i) Join a trade association related to the goods you wish to sell and subscribe to their periodicals or newsletters as these always carry details of local, regional and international trade shows.

ii) Conduct research on the internet by visiting websites such as Trade Show

News Network (<u>www.tsnn.com</u>). You could also search for others by entering "trade show directory" or add a keyword related to your products to the search phrase - for example, "jewelry trade shows".

4) Look for the items you wish to sell in a local store, when you find the item look carefully at the packaging as many suppliers provide their contact details and often include their website URL. You can either contact them directly or visit their website to discover how to either purchase from them directly (which is often cheaper than buying from a wholesaler), or if that is not possible ask them who your local wholesaler is and if they can give you the wholesaler's contact details.

Once you have a list of possible wholesale sources for your niche products you need to do some due diligence on each wholesaler. You need to find out if they are legitimate businesses and are approved by the manufacturers. They last thing you want to get involved in is a copyright lawsuit because you are inadvertently selling illegal copies of the original product.

From a purely business point of view you need to find out their payment terms, return policies, shipping charges and methods. If you can, you need to get references from other customers; are they happy with the wholesalers service or not?

Once you have decided on a wholesale source, there's one thing you need to be aware of... When you purchase from a wholesaler you have to buy in bulk, you cannot buy individual items. If you're just starting out you're probably going to find this quite expensive, but there is a way to reduce this cost.

If you can, find another established customer who buys the same products as you, you can approach them with a joint venture whereby they sell you products for a set profit, say 20% on each item you buy. Your end of the joint venture will be that you agree to buy a set number of items each month and that don't compete with them directly.

How To Improve Your Credibility And Gain More Sales

Newcomers to the world of internet marketing find it very difficult to get their first few sales. This is largely due to an apparent lack of credibility in the eyes of the customer. Let's face it you are completely unknown, why should they trust you?

Your first major hurdle to cross is that of improving your reputation and credibility. One way of improving your credibility is to become well known amongst those members of the internet community that frequent your market niche. There are other relatively simple things related to your website which also have a huge impact on your credibility.

The following points all contribute in some way to the first impression your website creates in the minds of your customers and they all go a long way to establishing or destroying your credibility...

1) Nothing destroys your credibility quicker than if you use unprofessional graphics on your website. That first impression created by your website is incredibly important and it does not take much to turn a seemingly terrible graphic into something that looks neat, clean and professional, but if you don't have the ability to modify the graphics yourself, either find suitable free graphics on the internet or hire a graphic artist to do the work for you.

2) Use full contact details on your website. People feel a lot more comfortable when they are dealing with a real person, and not a "front" for a money making scam. Use your full business address on your website, not a P.O. Box. People like to know that you will respond to their requests for help, so put their minds at rest by also including your business, and mobile phone numbers. Make sure you use an answering service for those periods when you are unable to answer your phone.

3) Don't leave your email address on your website; it will be harvested by spam bots. Use a "Help Desk" system... Your customers have to register first and

then create a support ticket. They immediately get an automated response explaining that their customer service issue is logged, gives them a tracking ticket number and explains that a customer service representative will respond shortly. This appears very professional to a customer and greatly increases your credibility.

4) Nobody likes to wait for an answer regardless of the circumstances, so include a FAQ (Frequently Asked Questions) on your web site. Many customer service issues happen more than once and by supplying the solution to a problem on a FAQ mean your customer gets the answer to their problems immediately. Every time you get a new customer service issue, add it to your FAQ, that's one less issue you'll have to deal with in the future. One spin off from having a comprehensive FAQ is your credibility increases because you've dealt with all those issues (or at least thought about them) in the past.

There are also a number of "off site" issues which greatly affect your credibility...

1) Not responding to customer service issues is a pretty quick way to destroy your credibility. Many people won't buy directly from the sales page and will have questions about your product or service that they want answers to before they consent to the purchase. Delay your reply to them and you loose the sale. Many customers may have a problem with the sale itself and if you don't reply quickly, they will ask for a refund, and what's worse is they will never buy from you again.

2) A very good credibility building task is writing articles related to your website's theme or topic. Submit these articles to as many article directories and ezine editors as you can, the more the better. Your articles will be included in many different ezines and newsletters and will also be included as website content. Hundreds, if not thousands of people will read your articles and over time your reputation and credibility will grow.

3) Participate in web forums or discussion boards as they are also known. Post

your own comments, answer other people's questions, and even ask your own questions, always being honest and truthful. Never advertise blatantly, rather include a text link under each message you post. People will get to know you the more you post especially if they like what you write. Quite apart from the additional traffic you will get from people clicking on your text link to see what else you have to offer them, your credibility will increase dramatically.

Don't let Poor Customer Service Kill Your Business

One of the quickest ways to kill your internet business, or any business for that matter, is to offer poor customer service. When people take the time to complain about some part of your product or service they will have been stewing away for a while before they decided to contact you. If they can't get hold of your or you don't respond to their communication, you'll end up with a very angry customer. When that angry customer has had enough and decides to let the world know about your terrible product they'll attract attention like bees to a honey pot.

The last thing you want for your business is bad press. Bad news spreads quicker than good news... People love to have something to gripe about and if that gripe is about your product, you're going to loose sales very quickly.

Before you can decide on a good customer service system, you need to be absolutely certain your product is top quality and will exceed your customer's expectations. Once you are sure of your product you can be fairly certain that customer service issues will be related to:

- Payment problems. - The customer purchased the wrong product. -Installation issues for software products. - Setup problems for a web service. -Delivery problems for a physical product.

You need to decide on some basic ground rules for your customer service department. For example:

- Will you handle all customer service issues yourself, or will you hire somebody to do it for you?

- How quickly will you reply? If it is going to be longer than a few hours, you need to send an immediate email acknowledging the issue and stating that you will reply within 12, 24 or 48 hours, what ever you decide on.

Next you need to decide on the actual method you will use to receive and reply to customer service issues. The three most popular customer support systems are:

1) Normal Email

As part of your website you could have a web page with your contact details and simply state your email address as one of the methods to get hold of you.

Bear in mind that email harvesting programs will get your email address and over time you will be inundated with spam. To get around this you could use a small graphic which contains your email address, or you could display it in this format: "me [AT] mywebsite.com" with a note to your customers to replace [AT] with @.

Another point to consider is using a unique email address for customer service issues. You don't want to mix this email with any other accounts, keep it separate so you can keep track of it.

2) Feedback scripts

There are simple feedback scripts which are freely available online and which allow your customers to contact you without you having to display an email address anywhere on your website. Your email address will not even be embedded in hidden form fields or other HTML tags.

These scripts allow you to use a form on a contact page into which your

customer can enter their contact details and the nature of their customer service issue. The script will then email these details to your email address.

While these scripts are more secure than leaving your email address visible on a web page, they don't offer a means of tracking support issues.

3) Help Desk scripts

By far the most professional method of providing effective customer support is to use a help desk system. Your customer will have to open an account before they can log a support request which eliminates most non-genuine support issues. After opening an account, they can log a support issue which is automatically given a unique identification and the details stored in a database. The customer is immediately sent an email explaining that their support issue has been logged and they can expect a reply in 12, 24, or 48 hours, or whatever time span you set.

The beauty of a help desk support system is that even if your email fails for some reason, you won't miss any support requests. All you have to do is login to your support desk administration panel and all the unanswered support requests received will be displayed. Your task is then to answer each support issue and the system will automatically mark the issue as closed.

How to Find Affiliate Based Niche Products and Services to Sell

The sole purpose of putting together a niche marketing website is to make money and to do this you need to sell products and/or services related to the theme of your site.

If you do not have your own product or service to sell you will need to find suppliers who allow you to sell on their behalf as an affiliate. The process is fairly simple; you join their affiliate program and use the special links they create for linking to their product or service from your website. For each sale you make from one of these links you will earn a commission. At the end of each accounting period your commissions are totaled and you are paid out.

There are thousands of merchants who allow affiliates to sell on their behalf, making the task of searching for reliable ones quite daunting. Fortunately for you this task has been simplified by those who created directories of affiliate programs, here are two of the better ones:

http://www.AssociatePrograms.com

This is a searchable directory of affiliate programs. No "adult", multi-tier (MLM) programs or known scams make it onto this directory and each affiliate program is rated by the people that use them. While useful, this system of ranking is only a guide as there are many programs that have not been rated yet.

http://www.lifetimecommissions.com

This is a directory of affiliate programs that pay lifetime commissions or residual commissions for life. What is the difference between the two?

- An affiliate program paying lifetime commissions pays you every time the customer buys something from the merchant, not just for the first purchase.

- An affiliate program paying residual commissions for life pays you commissions on all recurring fees your customer pays, such as monthly membership fees, web hosting fees or auto responder fees.

Both of these affiliate directories have search facilities. You simply type in a keyword related to the theme of your niche website and a list of related affiliate programs will be displayed.

There are also Affiliate Networks to consider. These are big networks which administer affiliate programs for hundreds if not thousands of merchants. The major advantage of joining an affiliate program through one of these networks is you are less likely to run into the problem of not being paid your commissions.

Three of the biggest Affiliate Networks are:

1) Commission Junction (<u>http://www.cj.com</u>)

Commission Junction is part of ValueClick, Inc. and allows you to make use of one very useful feature... You are able to get your commission payments paid directly into your bank account.

2) LinkShare (<u>http://www.linkshare.com</u>)

Linkshare is one of the largest Affiliate Networks with an impressive number of merchants using their services. It is worth noting that they do not manage the commission payments for all merchants using their services.

3) ClickBank (<u>http://www.clickbank.com</u>)

ClickBank differs in that they only deal with merchants who sell electronically delivered products like e-books. They control all aspects of the purchase and automatically pay commissions twice a month.

Not all merchants have submitted details of their affiliate program to any directory nor do they use the services of an affiliate network, so if you are still unable to find a merchant with an affiliate program who sells products related to the theme of your niche website, it's time to hit the search engines for your research.

The process is very simple, go to the search engine of your choice and type in a keyword related to your niche and then the phrase +affiliate+program. For example, if the theme of your niche website was related to cheese, you would type cheese+affiliate+program into the search engine's search bar.

It would then be a simple task of going through each result listed until you found the perfect affiliate based niche product you could sell from your website. Before joining any affiliate program take note of these important points:

1) Most affiliate programs have a minimum payment threshold typically between \$10 and \$50. You will only be paid when your commission exceeds this threshold.

2) Small affiliate programs can be troublesome when it comes to being paid your commissions. Try contacting the affiliate program manager who in all likelihood is the product creator and webmaster all in one. If you don't get a swift response it's unlikely you'll be paid your commissions on time (if at all).

Secrets to Getting Affiliates to Sell Your Niche Products and Services

One of the quickest methods of increasing the sales of your niche product or service is to start an affiliate program. An affiliate program is simply a system you can implement which allows other people to sell your product or service and earn a commission on each sale. The higher the commission you pay, the more affiliates you will attract to sell your product.

Your best affiliates are unlikely to want any help from you when it comes to selling your product or service; they will most likely be experienced marketers themselves and could probably teach you a thing or two about selling online.

You can't rely only on experienced affiliates, there will be a considerable number of people who will join your affiliate program who are inexperienced in some aspects of internet marketing and the onus is on you to help them in any way you can.

First things first however, you need to set up your affiliate program so even the most seasoned internet marketer will feel comfortable joining your affiliate program. Important issues you must address are:

1) Pay a reasonable commission on each sale. Most information product authors pay commissions in the 40% to 60% range. The point is not to be greedy, make it worth the experienced marketer's time to promote your product.

2) Pay the commissions due your affiliates regularly. Once per month is the average for most affiliate programs so you never want to exceed that. When sales are good, you might want to consider twice monthly payments to your affiliates.

3) Don't use an overly high minimum payment threshold. In the old days when check payments were expensive to generate, many affiliate programs introduced a minimum earning threshold. They did this because it was pointless raising a check for a small amount when the bank charges and postage costs were more than the value of the check. Another reason the minimum was introduced was because it was so expensive for foreign affiliates to deposit the checks into their bank accounts.

Now days international banking has become common place and therefore considerably cheaper, and there are also other payment mediums such as PayPal which make it feasible to pay smaller amounts to your affiliates.

4) Always pay your affiliates on time. Never miss a payment date unless you have very good reason to do so - not having any money is NOT a good reason, you must plan for all your payments. Nothing will scare experienced marketers away quicker than somebody who misses payment dates and then has no reasonable excuse. They might forgive you once, but not twice.

5) Use an accurate system for recording sales, commissions due and commissions paid. People need to know how they are doing with your affiliate program. They need to know how much traffic they have sent to their affiliate link. They also want to know how many sales they have made and when they can expect payment. If you have paid them they need to know when you sent the check or made the transfer.

Pay attention to these five issues and your affiliates, particularly the experienced ones will be happy, but you also need to offer a helping hand to your inexperienced affiliates by creating:

1) A number of text advertisements that can be used in the affiliate's email advertising, be it in their own ezine or for solo ads in other people's ezines.

You must test these text advertisements and make sure they are effective at generating sales before placing them in your affiliate resource center.

2) A number of classified ads for affiliates to use either as classified advertisements or as top sponsor ads in those ezines that accept advertising.

As with the text ads, you must test all your classified ads before placing them in your affiliate center.

3) A few different banner ads - there are still a few places where banner ads can attract sales, but for the most part banner advertising is not that effective.

One type of banner advertisement that is worth spending some time getting professionally made because it attracts sales is the 120×240 pixel, or the slightly longer 120×600 pixel banner which people can place under the Google Adsense code on their web pages.

4) Links to training materials which will help your affiliates become better internet marketers. You have a vested interest in their success because the more successful they become, the more money you both make.

Internet Marketing Info Products

John Thornhill's Digital Mentorship Monthly - Follow A *real Life* Internet Marketer On The Road To Success. Step-by-step Videos Show You How.

<u>\$100k Results Live Training & Coaching IM Membership!</u></u>

- Best-in-class With Hundreds Of Testimonials, Hundreds Of Successes!

Simplyplr.com

- The Internets Best PLR Content And Article Marketing Provider. Get Professionally Written, Unique PLR Article Content And Spin-ready Articles Each Month Based On Market Researched Niche Topics. Automatically Post Articles To Your Blogs In Seconds!

<u>Millionaire Society</u> - get access to ongoing weekly training videos, webinars, turnkey products, custom software, cutting-edge information, and support

PLR Ebook Club

- Instantly Profit From Over 400 Niches! Get Monthly PLR Ebooks, Articles, Adsense Websites, Autoresponders, And More! Discover The Insider Secrets Of How Thousands Of Internet Marketers Are Making Money With PLR (private Label Rights) Articles And Ebooks!

Affiliate Blogger Pro

- Multi-media Program By Super Affiliate Blogger, Provides Step-by-step Instruction To Setup And Make Money From Blogs Through Affiliate Marketing.

Internet Marketing Apprentice

- Internet Marketing Apprentice Is For Those People Serious About Making Money Online.

The Blog Class

- Over 85 Videos For How To Setup, Design, Use, Grow, And Earn Revenue From A Blog From Start To Finish. For Professional And Beginner Alike, The Blog Class Has Everything You Need To Get The Most From Your Blog.

Affiliate Elite

- New Affiliate Marketing Software!

Thanks for reading this book. Find more articles at <u>Marketing Online Tips</u>